

- For immediate release -



Enlarged and renovated: A new urban identity for Les 7 Chemins shopping center at Vaulx-en-Velin



Vaulx-en-Velin: February 4th, 2010 - Les 7 Chemins local area shopping center, now renovated and enlarged is a new **modern and harmonious space for everyday shopping**: redesigned volumes and facades, freshly thought-out entrances, novel and well-designed rest areas, parking spaces planted with trees giving a scent of the Mediterranean.

With an additional **2,300 sq.m. GLA***, this site houses **16 new stores**, now widening the range of shopping to **45 retail stores**. This wider range of **services** and **personal retail goods** increases the center's power to attract local people.



The Vaulx-en-Velin economic development: A cooperative undertaking

Through this operation, Les 7 Chemins shopping center in Vaulx-en-Velin contributes to the **urban regeneration and development policy** that was initiated some 10 years ago by the municipality of Vaulx-en-Velin in partnership with the French state and the Communauté Urbaine de Grand Lyon [Greater Lyon Authority].

As a partner of the Lyon metropolitan area and the town of Vaulx-en-Velin, the **Klépierre Ségécé** group, through an investment of over **€14 million**, redesigned the Les 7 Chemins site to create an attractive retail location with a unique identity. This policy in the Rhône-Alpes region forms part of a broader group policy, one of the priorities of which is **enhancing the value of existing retail locations in urban areas with high potential**.

Renovation and extension for better integration into the urban environment

• Renovation:

To make it still more enjoyable and comfortable, the Les 7 Chemins shopping mall now contains:



- **Outside**, new facades, with metallic and copper colored finish, have been redesigned into a dynamic curve. Because of their height and their alignment with the existing structural framework, the renovated part and the shopping mall extension create a new volume as one single unit.

Redesigned to ease the access to the center, the 1,600 space parking lot is planted with vegetation with Mediterranean scents (olive trees, livustrum, Mediterranean cypress...). Contrasting with the local vegetation, this space sets off the bold architecture.



- **Inside**, the floor areas are in harmony, lighting is softened by using natural light from light wells, and the ceilings and colors have been modernized to create a warm atmosphere.

To be more welcoming to visitors, the access ways are dotted with designer rest areas created specifically for the center. In harmony with the lofty and elongated architectural style, the elegantly designed but functional furniture seems to rise up, between islands of greenery of striking design.

• Extension:

Totaling almost 27,000 sq.m. GLA* of which 2,300 sq.m. GLA* is additional, Les 7 Chemins arcade contains 16 new stores widening the choice in everyday shopping.

16 new stores for everyday shopping

- **Personal products:** Cache Cache, Camaïeu, Celio, Grain de Malice, New Fashion, Promod, Sport, Watch Shop, Z and Co
- **Beauty/Health:** Affelou, Interview (hairdresser), Krys
- **Culture/Gifts/Leisure:** Histoire d'Or, L'atelier du diamant, SFR
- **Restaurant:** O Sushi



* GLA (Gross Leasable Area): sales area + storage

The Les 7 Chemins, a center that is part of the local area structure

Right in the middle of a catchment area of 410,000 inhabitants, Les 7 Chemins site is a shopping center forming part of the structure of the town of Vaulx-en-Velin. It is a true center of town life that sustains **over 900 jobs** (direct and indirect) and that generated **revenues of almost €111 million in 2008** (including hypermarket)..

The extension of the arcade and its new stores will ultimately **create 30 jobs** (full-time equivalent).

Key figures

- 2008 revenues (including hypermarket) (before extension)	Almost €111 million
- Total surface area	27,000 sq.m. GLA*
- Number of stores	45
- Direct and indirect jobs created	Over 900 jobs
- Annual footfall (before extension)	2.9 million visitors

About:

Klépierre Ségécé, in the Rhône-Alpes region: *the group is today one of the main social and economic players in the Lyon metropolitan area. Klépierre Ségécé is an experienced specialist in retail development and uses its expertise on all types of commercial property, from the town center to the outskirts, arcades, retail parks, regional shopping centers, commercial premises in transit areas. Its asset base in the Lyon region is made up of a regional shopping center, Ecully Grand Ouest and three hypermarket arcades such as those at Vénissieux, Givors 2 Vallées and Les 7 Chemins in Vaulx-en-Velin.*

These 4 centers were acquired from Carrefour in 2001 and 2002.

Klépierre, a listed real estate investment company, the leading commercial developer in continental Europe, held assets of €14.4 billion at 30 June 2009, which were comprised of shopping centers (89.3%) including 275 centers held in Europe, commercial premises via Klémurs (4.3%) and office premises (6.4%). Positioned in the most resilient segment of the commercial property market, Klépierre has a presence in 13 European countries, particularly as a result of the takeover in October 2008 of Steen & Strøm, the top Scandinavian shopping center real estate company. Klépierre has BNP Paribas as its majority shareholder, with a 51.0% stake. Klépierre is a long-term investor that specializes in designing, managing and optimizing its real estate assets through its subsidiaries **Ségécé** and Steen & Strøm. The combination of these players within the same group makes it an indispensable partner for municipalities and retail chains for the long term success of commercial developments.

To find out more:

www.klepierre.com

www.segece.com

Press contacts

Marie-Charlotte Chevalier/Communiquez

Tel: 04 72 69 08 20 mc.chevalier@communiquez.fr